

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for creating a profile related to a person, said method making use of at least one physical object associated with the person and having a tag containing optically encoded or electronically stored information concerning the
physical object, said method comprising the steps of:
identifying at least one object or icon associated with
the person;
receiving-retrieving said optically encoded or
electronically stored information related to the physical object or
icon via afrom said tag;
electronically accessing an object profile in accordance
with the information received-retrieved from the tag;
electronically accessing a unique profile associated with
the person; and
modifying the unique profile in accordance with the object
profile.

2. (Currently Amended) The method according toas claimed in
Claim 1, wherein said method further comprising-comprises the steps
of:

5 receiving a key to facilitate accessing the unique profile.

3. (Currently Amended) The method according to as claimed in Claim 2, wherein the key is credit card number, a social security number, a voice print, a vehicle identification number (VIN) or a unique random number.

4. (Currently Amended) The method according to as claimed in Claim 1, wherein the object profile includes at least one identifier, and wherein the unique profile includes a plurality of adjustable values.

5. (Currently Amended) The method according to as claimed in Claim 4, wherein the modifying step includes adjusting the adjustable values based upon the at least one identifier.

6. (Currently Amended) The method according to as claimed in Claim 1, wherein the unique profile reflects the personal tastes, social values, habits, or interests of the person.

7. (Currently Amended) The method according to as claimed in Claim 1, wherein the physical object is a miniaturized icon, a toy,

a figurine, a pin-button, or physical object an item owned by the person.

8. (Currently Amended) The method according to as claimed in Claim 7, wherein the tag is integrated, embedded, coupled or temporarily associated with the physical object.

9. (Currently Amended) The method according to as claimed in Claim 1, wherein the object profile and the unique profile comprise XML documents.

10. (Currently Amended) The method according to as claimed in Claim 1, wherein the object profile and the unique profile are stored in one or more databases that are accessed via a communication network.

11. (Currently Amended) The method according to as claimed in Claim 1, wherein the tag comprises an RFID or barcode tag.

12. (Currently Amended) A memory medium including code for creating causing a processor reading the code to modify a profile related to a person using information, said processor making use of at least one physical object associated with the person and having 5 a tag containing optically encoded or electronically stored

information concerning the physical object, the code comprising causing the processor to:

~~code to identify at least one object or icon associated with the person;~~

10 ~~code to receiveretrieve information related to the physical object or icon viafrom a the tag;~~

~~code to access an object profile in accordance with the information received from the tag;~~

15 ~~code to access a unique profile associated with the person; and~~

~~code to modify the unique profile in accordance with the object profile.~~

13. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 12, wherein said code further comprising
~~code causes the processor to receive a key to facilitate accessing~~
the unique profile.

14. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 13, wherein the key is credit card number, a
social security number, a voice print, a vehicle identification
number (VIN) or a unique random number.

15. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 12, wherein the object profile includes at least
one identifier, and the unique profile includes a plurality of
adjustable values.

16. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 15, wherein the code causes the processor to
~~modify includes code to~~ adjust the adjustable values based upon the
at least one identifier.

17. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 12, wherein the unique profile reflects the
personal tastes, social values, habits, or interests of the person.

18. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 12, wherein the physical object is a miniaturized
icon, a toy, a figurine, a pin-button, or a physical object item
owned by the person.

19. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 18, wherein the tag is integrated, embedded,
coupled or temporately associated with the physical object.

20. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 12, wherein the object profile and the unique
profile comprise XML documents.

21. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 12, wherein the object profile and the unique
profile are stored in one or more databases that are accessed via a
communication network.

22. (Currently Amended) The memory medium ~~according to as~~
claimed in Claim 12, wherein the tag comprises an RFID or barcode
tag.